

# Liaison ALLOY™ Platform

Drive new business insights with ALLOY's revolutionary approach to integration and data management

Conceived from the ground up to address today's technology disruptors, ALLOY is a next generation cloud platform for solving today's integration and data management challenges.

- ✓ **ALLOY provides** unified integration and data management capabilities as managed services, buffering the complexities of increasing data volume and variety
- ✓ **ALLOY connects** any two application end points: cloud, mobile, device, on-premises, etc.
- ✓ **ALLOY persists** data in a big data repository, providing on-demand, self-service access to clean, quality data
- ✓ **ALLOY provides** built-in security and compliance
- ✓ **ALLOY is an efficient alternative** to DIY integration models such as ESB or iPaaS at a time when connections are growing exponentially



*ALLOY overcomes the data challenges presented by today's technology disruptors.*

## PUT ALLOY TO WORK FOR YOU



### Integrate everything

Tackle all patterns of integration: A2A, B2B/EDI, cloud services, ETL, hybrid, and MFT



### Extend your EAI/ESB investment

Balance the need for minimal disruptions and maximum cost savings by gradually migrating your legacy EAI/ESB integration operations to ALLOY's modern architecture



### Ease your compliance burden

Take your integration operations out of scope of stringent compliance standards such as PCI DSS or HIPAA when you move to ALLOY's certified platform, which also offers tokenization



### Manage your data

Consolidate, cleanse, and enrich data coming from any number of disparate sources



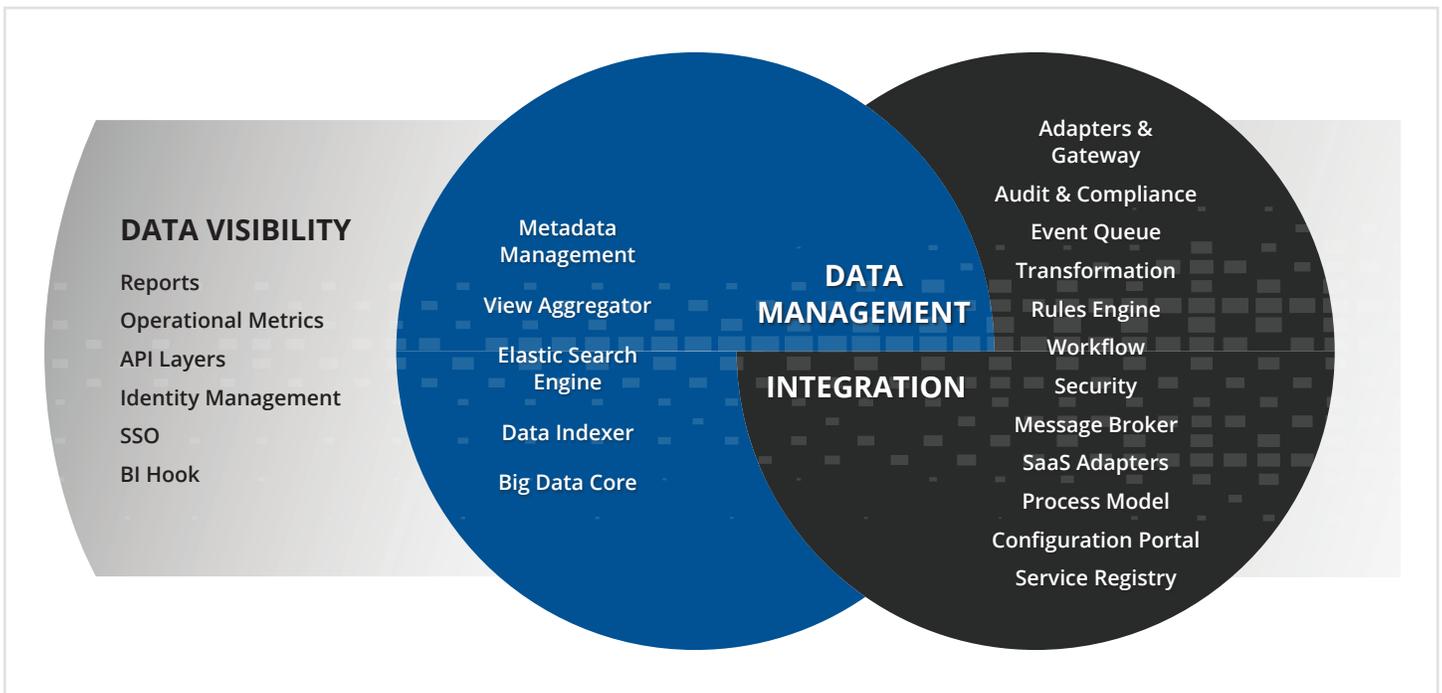
### Redirect scarce IT resources

Leverage Liaison's managed services and free your IT resources to focus on more strategic initiatives



### Drive new business insights

Organically grow a repository of quality data to identify new market opportunities, improve efficiency and gain a competitive advantage



The ALLOY platform is built upon microservices architecture to elegantly address varying degrees of complexity, customization, and power.

## ALLOY'S MODULAR ARCHITECTURE

### Any-to-any integration layer

- Integrates, transforms and transmits data between any two application end points
- Supports all patterns of integration: A2A, B2B/EDI, cloud services, ETL, hybrid, and MFT
- Applies complex pre- and post-processing rules for data cleansing and enrichment

### Data management layer

- Employs big data technology for large-scale computing and storage
- Persists metadata and payload data in central repository (data lake)
- Manages writing and reading of data through APIs
- Materializes data on demand through schema-on-read technology

### Data visibility layer

- Offers real-time window into other two modules via Web dashboard
- Monitors activities such as data flow, integration status, and payload profile
- Provides launching point from which to view and report on the data model
- Integrates seamlessly with leading third-party reporting tools

## dPaaS: THE FIRST OF ITS KIND

ALLOY embodies a new approach to integration called Data Platform as a Service (dPaaS). dPaaS is a cloud integration and data management model named for its ability to provide PaaS functionality at the point of data analysis—without encumbering users with the particulars of the underlying data capture, integration, or management mechanics.



As a leader in cloud-based integration and data management solutions, Liaison helps businesses overcome today's toughest data challenges while building a robust foundation from which to tackle tomorrow's. From complex integration to data management to big data, our secure solutions break down data silos, reduce inefficiencies, and uncover actionable insights. Founded in 2000, Liaison serves over 7,000 customers in 46 countries with offices in the United States, Finland, the Netherlands, Sweden and the United Kingdom.

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